

# INHALING MAKES THIS VITAL

(ALL SMOKERS SOMETIMES INHALE!)



***Finer Pleasure... Plus Real Protection***

SEE how tremendously cigarettes *differ*.  
Eminent doctors compared five leading  
brands, including Philip Morris —

ON COMPARING — THE IRRITANT QUALITY IN THE  
SMOKE OF THE FOUR OTHER LEADING BRANDS WAS  
FOUND TO AVERAGE MORE THAN THREE TIMES THAT  
OF THE STRIKINGLY CONTRASTED PHILIP MORRIS  
... AND THE IRRITATION LASTS MORE THAN FIVE  
TIMES AS LONG!

**CALL FOR  
PHILIP MORRIS**  
AMERICA'S FINEST  
CIGARETTE

1003071072

# BECAUSE ALL SMOKERS INHALE

(SOME OF THE TIME)

FIVE leading cigarettes — including Philip  
Morris — were compared by eminent doctors.  
Here's what they found:

ON COMPARING — THE IRRITANT QUALITY  
IN THE SMOKE OF THE FOUR OTHER LEAD-  
ING BRANDS WAS FOUND TO AVERAGE  
MORE THAN THREE TIMES THAT OF THE  
STRIKINGLY CONTRASTED PHILIP MORRIS  
... AND THE IRRITATION LASTS MORE  
THAN FIVE TIMES AS LONG!

It's plain this Philip Morris superiority means  
real protection *when* you inhale — *plus finer*  
pleasure all the time!

**CALL FOR  
PHILIP MORRIS**



**AMERICA'S FINEST CIGARETTE**

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1/L